

## ORDER



**Orders**  
**Order / Rev:** 726054  
**Alt Order #:** 06400771  
**Product Desc:** 60 PLUS ASSOCIATION  
**Estimate:** 60  
**Flight Dates:** 11/01/12 - 11/05/12  
**Original Date / Rev:** 10/31/12 / 10/31/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:** Elise Cloyd  
**Billing Contact:**  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** 60 Plus Association  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	24	\$176,050.00	\$149,642.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	24	\$176,050.00	\$149,642.50	0.00
<b>Totals</b>	<b>24</b>	<b>\$176,050.00</b>	<b>\$149,642.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	11/01/12	11/02/12	Price Is Right Price Is Right	CM	11a-12p	---TF--	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$2,000.00		0.00			
E 2	WTSP	11/01/12	11/02/12	M-F 5-530p 5-530p 10 News	CM	5-530p	---TF--	:30	2	\$1,250.00	P-2	0.00	NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$1,250.00		0.00			
E 3	WTSP	11/01/12	11/02/12	7-730p Wheel of Fortune	CM	7-730p	---TF--	:30	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$5,000.00		0.00			
E 4	WTSP	11/01/12	11/02/12	730-8p Jeopardy	CM	730-8p	---TF--	:30	2	\$5,500.00	P-2	0.00	NM	2	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$5,500.00		0.00			
E 5	WTSP	11/01/12	11/02/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	---TF--	:30	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$5,000.00		0.00			
E 6	WTSP	11/01/12	11/01/12	Thu Prime B Person of Interest	CM	Thu 9-10p	---T---	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$18,000.00		0.00			

Order / Rev: 726054  
 Alt Order #: 06400771  
 Flight Dates: 11/01/12 - 11/05/12

Advertiser: 60 Plus Association  
 Product Desc: 60 PLUS ASSOCIATION  
 Estimate: 60

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WTSP	11/01/12	11/01/12	Thu Prime C Elementary	CM	Thu 10-11p	---T---	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---T---		1				\$18,000.00		0.00			
E 8	WTSP	11/02/12	11/02/12	Fri Prime A Undercover Boss	CM	Fri 8-9p	----F--	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$12,000.00		0.00			
E 9	WTSP	11/02/12	11/02/12	Fri Prime B CSI: NY	CM	Fri 9-10p	----F--	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$14,000.00		0.00			
E 10	WTSP	11/02/12	11/02/12	Fri Prime C Blue Bloods	CM	Fri 10-11p	----F--	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$14,000.00		0.00			
E 11	WTSP	11/04/12	11/04/12	CBS Su Morning Test Drive CBS Su Morning Test Drive	CM	Sun 9-1030a	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$2,500.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	1	WTSP	10/29/12-11/04/12	CBS Sunday Morning		Sun 9-1030a	-----Su	:30		\$2,500.00	0.00	NM			
E 12	WTSP	11/04/12	11/04/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$20,000.00	P-2	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$20,000.00		0.00			
E 13	WTSP	11/04/12	11/04/12	Sun Prime C The Good Wife	CM	Sun 9-10p	-----S	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$18,000.00		0.00			
E 14	WTSP	11/04/12	11/04/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$3,300.00	P-2	0.00	NM	1	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$3,300.00		0.00			
E 15	WTSP	11/05/12	11/05/12	Price Is Right Price Is Right	CM	11a-12p	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$2,000.00		0.00			
E 16	WTSP	11/05/12	11/05/12	M-F 5-530p 5-530p 10 News	CM	5-530p	M-----	:30	1	\$1,250.00	P-2	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$1,250.00		0.00			
E 17	WTSP	11/05/12	11/05/12	7-730p Wheel of Fortune	CM	7-730p	M-----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$5,000.00		0.00			
E 18	WTSP	11/05/12	11/05/12	730-8p Jeopardy	CM	730-8p	M-----	:30	1	\$5,500.00	P-2	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$5,500.00		0.00			
E 19	WTSP	11/05/12	11/05/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	M-----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$5,000.00		0.00			
Totals													24	\$176,050.00	